

Wheat Marketing Quota INFORMATION HANDBOOK

The cartoon on this page is not exaggerated. On May 2 farmers will literally have their choice between wheat marketing quotas or headache tablets. The choice shouldn't be difficult—if farmers are given all the facts!

Here in handy package form is an assortment of background material which should be helpful in giving referendum voters the facts. Pick and choose according to your State's individual needs. Then adapt to fit local situations. We think the handbook can be of great assistance.

Some of the handbook suggestions and materials are new. But you'll recognize a lot of them as tried-and-true ideas lifted from wheat States which used them successfully last year. (We haven't got anything against borrowing other people's ideas as long as they're good!)

It was necessary that some of the materials be developed on a national scale. This includes a wheat marketing quota leaflet, three news mats, radio transcriptions, map showing location of wheat farms, etc. But all the rest of the campaign will depend on your own developments. Localization is very important. Farmers need to see how the national and international wheat picture relates to their own farms.

We hope you'll get the vital part of the enclosed background material into the hands of farmer-committeemen. That's where it will help the most. Well informed committeemen can do more good than carloads of Government Printing Office material.

In this year's wheat marketing quota campaign, we hope you'll stress

the fact that Uncle Sam's got his hands full and shouldn't be forced to worry about a national wheat problem. Farmers can handle the situation by themselves



at neighborhood ballot boxes on May 2. That's the democratic way to do it.

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WHEAT AND THE WAR

We are waging a war against international gangsterism. It's an all-out change in life for the duration. Agriculture, like industry, labor, and all other phases of our national economy, must ruthlessly reorganize its work and production. There must not be "farming as usual," any more than there can be business as usual.

Wheat production is no exception. Wheat growing must fit in with our Nation's war plan. This is no time to expand wheat production when many other farm crops are badly needed.

Wheat farmers are as patriotic and unselfish as any group in the country. They are anxious to learn what their part is going to be in our all-out effort. They know that wheat is a vital part of our diet; they should also know that too much wheat is undesirable.

We can regard with a certain amount of pride the reserves of wheat now on hand in the United States, but our job is only half done. We must provide for the orderly handling of these supplies and see that our grain handling facilities are not disrupted by an uncontrolled flood of wheat produced on acreage in excess of wheat allotments.

The war has made the wheat problem even more serious than it has been in the past. Aspects which were comparatively minor have taken on major importance. Last year the job of handling wheat, for example, was secondary. Today orderly production, marketing, and handling is paramount because so much depends upon the efficient use of our whole economy in the prosecution of this war. This means that machinery, human labor, storage facilities, transportation, and the host of other things that make up our agricultural production plant cannot be wasted or misused.

The wheat industry must be maintained in a healthy condition, keeping both soil and human resources in mind. Soil must be kept in a sound condition so that production can be obtained as needed, and human resources must be maintained through a fair return which assures continued production.

Definitely, quotas will help the wheat farmer do his job properly during wartime and assist in making his maximum patriotic contribution. Briefly, here's why:

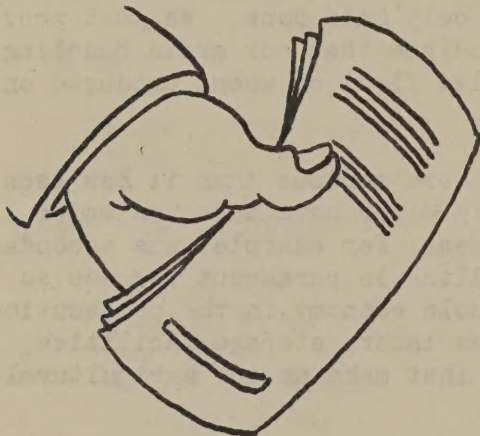
1. Quotas provide for an organization of supplies so transportation systems will not be clogged.
2. They make possible more efficient use of storage facilities, now so valuable to the food program.
3. They aid in directing wise and efficient production rather than dissipating it on things that are not needed at present.
4. They help maintain a strong wheat structure for production of wheat as it is needed and at fair prices.
5. They help maintain soil resources for continuing production of wheat.

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6. They help alleviate the situation caused by virtually complete lack of export outlets.
7. They help divide equally the responsibility for adjustment among all wheat farmers, cooperatively and democratically.

THE 1942 QUOTA LEAFLET

The need for wheat marketing quotas, especially during today's precarious war conditions, is pointed out in the 1942 wheat marketing quota leaflet. Copies will be made available for distribution to every wheat grower in the United States. When fully open, the leaflet is 12 x 18 inches in size. One side is illustrated so that it can be hung as a poster, dramatizing the huge wheat supply. The other contains a written message to farmers, summarizing the wheat-and-war situation. When folded, the leaflet is of official envelope size, and can be franked through the public mails.



For your advance information, here is the text of the written message contained in the leaflet:

"America's sleeves are rolled up. Winning the war will be a big job. Factories no longer have time for peace-output of automobiles, lawn mowers, coat hangers, and hairpins. Neither do farmers have time to over produce things which aren't immediately needed.

"The job is to produce what's needed -- and to do it now!

"Wheat already fills the Nation's granaries. We have the biggest reserves on record. A big crop is coming up. Altogether, there is enough wheat in sight to feed America more than 2 years.

"We need to maintain our acreage allotments, keeping in mind the big supply and the shrunken market. At the same time, we need to produce more milk, eggs, vegetables, meats, fats, and oils. These adjustments must be made. Today we have put the punch where it counts.

"VICTORY DEMANDS PLENTY -- BUT NOT WASTE!" Wheat farmers have done a fine job of building vital reserves. But if we overload our reserves in this critical period, we waste time, man power, machinery, and soil.

"Today's war is being fought on wheels, as well as on the water and in the air. We have to keep transportation rolling. A flood of wheat on the market can dangerously tie up our railroads.

"Storage space is crowded. The Food for Freedom Program calls for expansion of many other commodities. This is no time to jam facilities with more and still more wheat.

"The early thirties showed what happens to prices and to farmers when there is no organized action for handling large wheat supplies. Low prices and farm foreclosures went hand-in-hand. It can happen again. We dare not take chances.

"The wheat marketing quota referendum gives wheat farmers the opportunity to continue as masters of their own wheat production and reserves."

#

USE YOUR COMMITTEEMEN

Every interested person needs to be acquainted with the wheat situation requiring the use of wheat marketing quotas in 1942. Personal contact should be the backbone of your informational program.

Every State has the means for a full-scale personal contact program in the roster of county and community committeemen who are servicing all the agricultural communities. News stories, radio programs, leaflets, posters, letters and all other informational approaches at best can only supplement personal contact work. In many counties last year, community committeemen were made responsible for contacting a specific number of people in their area, even to the point of being guided by definite lists of names.

If committeemen are to function effectively along personal contact lines, it is essential that they have complete information concerning the wheat situation. Naturally, these committeemen are busy and cannot spend much time studying voluminous materials. Your wheat marketing quota material must be brief and concise.



Newsletters, both State and county, furnish an excellent means of providing specific information to committeemen. Direct-mail letters can be used, as well as other informational pieces giving information needed by committeemen in presenting the situation to their neighbors. There will be fewer meetings this year, but when educational gatherings are held those attending should be given prepared informational pieces to take home for refreshing their memories.

CAMPAIGN IDEAS

We're sure no State will attempt to use all of the following wheat marketing quota campaign ideas but will make a selection based on individual circumstances. Above all, try to keep the campaign localized. Use these ideas plus your own to show farmers why quotas are necessary to their own farming operations.

State and County News Stories

1. Interviews with wheat farmers who remember the First World War.-- Contrast the wheat shortage and plow-up of 1917-18 with the present situation in which we have plenty of wheat but need certain other foods. Pictures are available to illustrate such stories. Try long-established photo shops, agricultural college libraries, etc. AAA Photo Catalogue No. 2 (film strip) has one such illustration.

2. Storage and transportation story. -- Show how quotas help keep production, marketing, transportation, and storage more orderly. Point out the tremendous movement of war materials over railroads, which makes it necessary that transportation not be clogged with wheat. For local interest, recall the difficulties with shipping and storage of wheat experienced last fall, pointing out they will be far worse this year if quotas are not in force.

3. Efficiency story. -- We have plenty of wheat, and it's a waste of time, labor, machinery, and land to expand wheat production. Other crops are needed more. Many wheat growers can shift to these other crops.

4. Supply-price relationship. -- Such a story would show the effect that commodity loans have on present wheat prices. Should point out how quotas strengthen loans. Could review wheat price trends of recent years. Local price comparisons should be made.

5. Extension of the 85-percent-of-parity loan, contingent upon quota approval, can be the basis for a "testimonial" story. This could be an interview with a wheat farmer in which he points out the effect of loans on his own income. Opportunity for pictures.

6. Explanation of the 1942 quota and just how it will apply.

7. Wheat fed to livestock. -- Very often the claim is made that a huge proportion of a State's wheat production is fed to livestock. Perhaps actual figures (see handbook data enclosed) will show that a major part of the State's wheat production actually goes into commercial markets, making marketing quotas desirable.

News Mats and Pictures

In a majority of cases, the foregoing news stories can be illustrated with pictures. Here are some suggestions for special picture stories and news mats, of interest to weeklies and dailies and farm magazines:

1. Storage troubles. -- Some pictures from last fall may be available, showing emergency storage that had to be erected. Outlines should point out increased storage problem this year and need of marketing quotas to keep commercial storage from being swamped.

2. Transportation difficulties. -- Through pictures, it may be possible to show major war items being transported through your State. Point out that railroad facilities are occupied full time and that there is danger to the national war program if transportation is tied up with a harvest flood of wheat.

3. Use made of wheat. -- A news mat, using only two photos, could compare the amount of wheat marketed and the amount fed to livestock. This could be very important in States where more wheat is marketed than current assertions would indicate. (See reference table.)

4. War crops. -- Many farmers, anxious to do their share, want to know what they can do with land taken out of wheat production. The tendency is to expand wheat production because it's the easiest way to do something tangible toward seeming to help win the war. But more wheat won't help win the war. Pictures of needed substitute crops such as flax, soybeans, hay crops, etc., will dramatize the change -- over that is needed.

Direct Mail and Newsletters

Direct mail is one of the certain ways of getting in touch with people. The method can be used to good advantage in the wheat marketing quota campaign, especially in reminding voters of the date and place of community polling. This was done last year by several States through illustrated postcards sent out a few days in advance of the referendum.

In some States, the State committeemen sent personal letters to leaders of various State groups, pointing out the importance of quotas and asking that these leaders contribute "testimonials" urging farmers to participate in the referendum.

State and county newsletters offer an effective means of getting background information on wheat marketing quotas before county and community committeemen and other farmers. Some of the illustrations in this handbook may prove helpful in preparing your newsletter items on quotas.

RADIO

Use of radio in the wheat referendum should be decided by the State committee and information assistant. Some broadcast ideas are here suggested...ideas which may or may not be applicable to your localized program.

General subjects for broadcast can be the same as those outlined for news stories. However, you have a wide variety of potential broadcast participants for live-talent interview or discussion programs, such as: State committee members, USDA War Board members, farmer fieldmen, county committeemen, community committeemen, other farmers, farm women, grain dealers, transportation representatives (both rail and truck), implement dealers, soybean processors, wheat processors, secretary of the chamber of commerce, grocers, bakers, consumers, rationing board, etc.

In addition to farmer-committeemen broadcasts, a broadcast could be worked up around a committeeman and any one or two others mentioned in this group, depending upon the subject to be discussed. For example:

1. A grain dealer or transportation representative, wheat farmers, and AAA committeeman might discuss the storage and transportation problem.
2. A grocer or baker, wheat farmer, and AAA committeeman might discuss the contrast between the use of wheat in this war and in the First World War.
3. A secretary of a chamber of commerce, a wheat farmer, and AAA committeeman might discuss the world wheat supply and the need for a wheat program to maintain the wheat farmer's income.
4. An implement dealer or a member of the county rationing board, a wheat farmer, and AAA committeeman might discuss the necessity of utilizing available facilities such as rubber tires and farm machinery for the production of crops vital to winning the war.
5. A soybean processor or wheat processor, a wheat farmer, and AAA committeeman might discuss the conversion of wheat acreage to vital war crops.



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RADIO TRANSCRIPTION

The transcription provided from Washington includes six distinct features to be used as a part of your locally developed radio information program. However, all features may not fit into your program.

The features might be used in three general ways. Radio stations maintaining regular farm service programs may find use for some of the features on their regular farm broadcasts. A radio station that does not maintain a regular farm service program may find use for some of the features as complete broadcasts. You may use some of the features on radio time already allotted for AAA use.

For example, on a 15-minute broadcast you might use one of the 4 $\frac{1}{2}$ -minute features and complete the rest of the programs with local participants. Continuity is not provided for the local part of the broadcast, but you will receive copies of the script used in making the transcription. Since the individual features will not cover the entire field, the live-talent portion of the broadcast could deal with another phase of the wheat problem. Of course you would need localized continuity to tie the live-talent participants and the transcription into one well-integrated broadcast. Following is a description of the transcription material:

Face 1

WHEAT AND THE WAR. -- A talk by Claude R. Wickard, Secretary of Agriculture.

(A review of the world wheat situation.) Playing time: 9:30

PRODUCTION RESOURCES AND WHEAT MARKETING QUOTAS. -- A statement by Fred S. Wallace, Chief of the Agricultural Adjustment Agency.
(A brief review of the need of conserving human and soil resources, machinery, petroleum and tires.)

Playing time: 2:00

TRANSPORTATION AND STORAGE PROBLEMS. -- A statement by Fred S. Wallace, Chief of the Agricultural Adjustment Agency.

Playing time: 1:00

Face 2

WHEAT IN 1942. -- An interview with Fred S. Wallace, Chief of the Agricultural Adjustment Agency.

Playing time: 4:30

DEMOCRACY AT WORK ON THE FARM FRONT. ---An interview with the Regional Director, Agricultural Adjustment Agency. (The operation of marketing quotas as a democratic instrument.)

Playing time: 4:30

A FARMER SPEAKS. ---An interview with a Western wheat farmer. (A discussion of the local wheat situation to present an exchange of ideas between large and small wheat producers.)

Playing time: 4:30

DISTRIBUTION OF TRANSCRIPTIONS

All radio stations are today receiving a flood of Government radio programs. Many are scripts for the station to present. Many are transcribed programs, and some are live-talent broadcasts. Most stations are willingly providing the service, but many resent having some Government agency mail them a broadcast with a request to present it on the air. We can prevent this resentment of AAA broadcasts by personally contacting the program director of the station.

The contact may be made by the State committee office assistant, district farmer fieldman, or by the county committee. No matter who makes the contact, his job is to explain the wheat problem to the radio station and to sell them on the idea of using the transcription, rather than simply to dump it into their lap. A real challenge to whoever makes the distribution is to leave the station knowing the transcription will be used because of the station's sincere belief in the need for this public service, rather than because of a feeling of obligation.

The radio station should understand that wheat marketing quotas are a part of the over-all Food for Freedom program. Express appreciation for the fine work the station has been doing in presenting the Food for Freedom program to the public, if it is already doing public service broadcasts for agriculture. Explain how this transcription is designed to help solve the wheat problem and at the same time will use only a minimum amount of radio time. It offers a variety of materials that can be worked into the station's established program schedule.

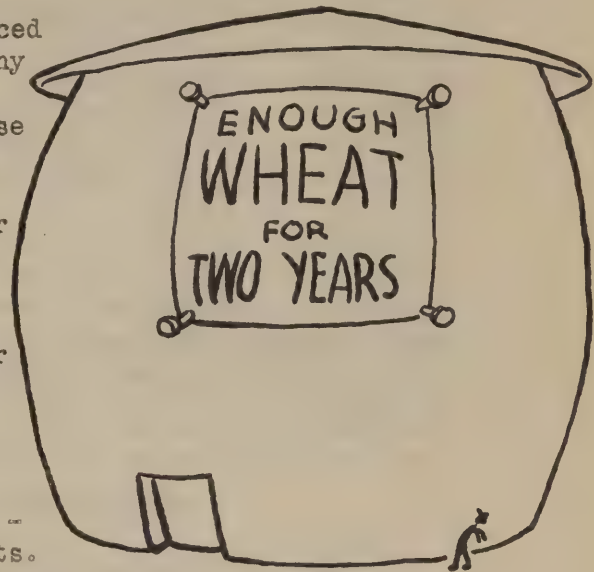
If the distribution is done through county committees, a memo might be advisable suggesting that there's more to the job than just delivering the transcription to the station.

Use this opportunity to strengthen AAA relationship with radio stations.

THE WHEAT SITUATION

We have enough wheat on hand to take care of all conceivable domestic needs. In fact, our supply on July 1, 1942 will be large enough to take care of expected demands for a 2 year period.

United States farmers have never produced less than 500 million bushels of wheat in any year since 1890. Even during poorest crop years we produce almost as much as we can use domestically. In the extreme-drought years of the middle thirties our production was only about 150 million bushels less than our consumption. Our reserves of better than 600 million bushels would carry us through four such years if we should ever see them again. Forecasts for 1942 indicate that our wheat crop will exceed domestic consumption by nearly 150 million bushels - which will be added to our already tremendous reserve. This would result in an estimated carry-over of 753 million bushels on July 1, 1943 - a carry-over bigger than many annual harvests.



Export outlets of any quantity are not in sight; so, the possibility of whittling our reserve through foreign trade is extremely limited. Even with a sudden end to the war and a restoration of normal shipping - an unforeseen eventuality- our reserves are big enough to fill all likely demands until later crops.

VITAL WHEAT STATISTICS

	<u>1940</u>	<u>1941</u>	<u>1942</u>
		(million bushels)	^{1/}
Carry-over, July 1	282	385	630
Production	815	946	793
Total supply	1,097	1,331	1,423
Domestic disappearance	675	680	670
Exports	37	21	
Total utilization	712	701	670
Carry-over, July 1	385	630	753

^{1/}-----Estimated.

^{2/}-----Carry-over July 1, 1943, plus 1942 exports.

The above table shows the gigantic size of our wheat supply. We have abundant reserves. It is essential that they be kept under control. Otherwise, they could disrupt transportation and storage and leave our wheat producing structure in weakened position for the duration of the war and after.

Domestic wheat disappearance in this country in 1941-42 is estimated at about 680 million bushels, leaving 651 million bushels for carry-over and export in the 1941-42 marketing year. Quantity of exports is uncertain, but there is no indication of any large amount. The carry-over on July 1, 1942, will be about 250 million bushels above the large carry-over of 385 million bushels on July 1, 1941.

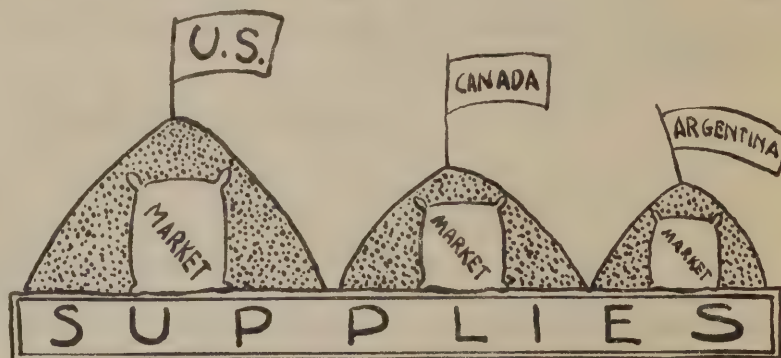
Production for 1942 is based on preliminary estimates of winter wheat production for 1942 of 631 million bushels plus 162 million bushels of spring wheat, assuming a 9 percent reduction in spring wheat acreage and average yield. This will be over 100 million bushels more than anticipated utilization, indicating reserves will be increased in 1942.

WESTERN HEMISPHERE WHEAT SITUATION

Supplies of wheat in the other major wheat exporting Western Hemisphere countries of Argentina and Canada are as large as or even larger than our own.

Canada is whittling her reserves slightly but still expects a carry-over of 490 million bushels on July 1, 1942. It would take Canadians about 3 years to consume this wheat domestically. They are sending some to England. It appears, however, that they are in for a

large carry-over the next few years. Argentina is in much the same position with supplies far exceeding indicated markets.



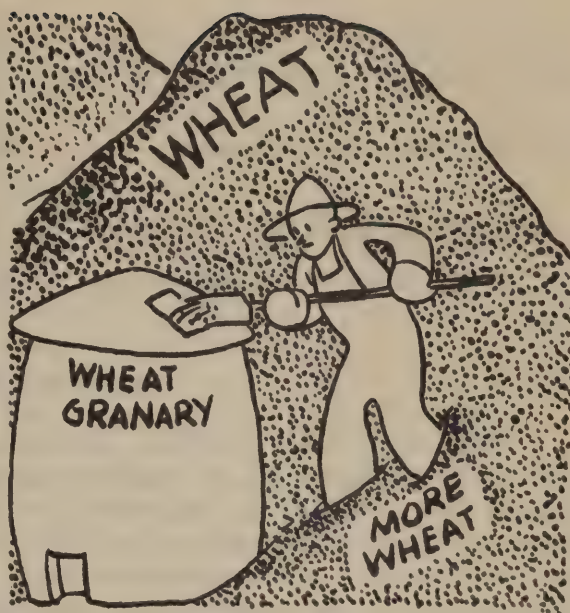
Over a billion bushels of wheat from American countries is available for export into the world market. Prospects for exportation at this time are slim.

Wheat Storage Very Tight

Available space in which to store the 1942 wheat crop will be even more limited than in 1941. It is estimated that our carry-over of wheat on July 1, 1942, will be about 630 million bushels, which is nearly 250

million bushels, larger than the big carry-over on July 1, 1932. This means that storage will have to be expanded and stretched to the limit to absorb this year's crop of wheat. Limited building supplies will prevent the building of much additional terminal storage, but there is a possibility that farm storage can be expanded some.

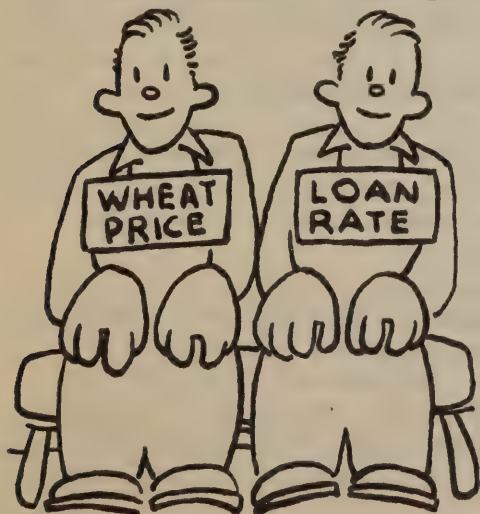
Wheat stocks on farms on January 1, 1942, were 93 percent more than average. Supplies in county mills and elevators were 207 million bushels on the same date, as compared with the 1935-40 average of around 100 million bushels. Terminals were storing 270 million bushels of wheat on January 1 this year, which is 177 percent over the 1935-40 average. Merchant mill storage on January 1 was 24 percent over average.



Storage was taxed to capacity in handling a large 1941 crop and a carry-over of 385 million bushels. The problem will be much more difficult this year with the largest carry-over in history and indications of a crop of nearly 800 million bushels.

Fair Wheat Price Vital

Every part of our economy needs to be in a strong position for the successful prosecution of the war. Fair wheat prices keep our wheat producing structure in that strong position which is so essential for the production of wheat as we need it. During this period of abnormal supply, wheat marketing quotas are essential to the maintenance of fair prices.



Domestic wheat prices have consistently followed loan prices during the last few years. Average prices received by farmers since 1938 are contrasted with loan rates as follows:

SIAMESE TWINS

	<u>1938</u>	<u>1939</u>	<u>1940</u>	<u>1941</u> ^{1/}
Price received by farmers (cents)	56.1	69.2	68.2	95.6
Average loan rate (cents)	53	63	65.5	98 ^{2/}

1/ Preliminary estimate, first 6 mo. of marketing year (Feb. 15, 1942. farm price about \$1.05).

2/ Preliminary estimate, as of beginning of marketing year.

Supply and Price Comparisons

Supplies exert a strong influence on price determination. Prior to the wheat program, huge supplies always meant low prices. Through quotas, loans, and allotments, however, farmers have been able to build adequate reserves for the Nation and at the same time to strengthen prices for the continuation of a sound agriculture. Quotas play a dominant part in the fair wheat prices farmers are now enjoying.

Supplies and prices since 1930 are compared below. Best comparison is between years 1931, '32, '39, '40, and '41. Interesting also is the relationship between prices and supplies in years of less wheat, 1934, '35, '36, and '37. Wheat supplies need to be maintained at a high point during today's period of emergency; yet the farmer should not be made to suffer for doing his job too well.

	1930	1931	1932	1933	1934	1935	1936	1937	1938	1939	1940	1941	1942
Price (cents per bushel)	67.1	39	38.2	74.4	84.8	83.2	102.6	96.3	56.1	69.2	68.2	95.6	?
Supply (million bushels)	1,176	1,255	1,132	930	816	808	803	959	1,085	1,004	1,097	1,331	1,423

U. S. Wheat Prices Above Other Countries

As a result of marketing quotas, United States wheat growers have received considerably more for their wheat than producers in other major wheat exporting countries of the world. The wheat situation of Canada, Australia, and Argentina briefly is as follows:

CANADA.--The Canadian Government, through its Wheat Board, has for several years guaranteed wheat growers a minimum price. Last year a price of 70 cents (Canadian) was guaranteed. Indications are that the minimum price on the 1942 crop will be 90 cents (81 cents, U.S.) on the basis of No. 1 Northern wheat delivered instore. Ft. William or Port Arthur. Farmers may also qualify for a bonus by diverting former wheat

acreage to summer fallow and to coarse grains. As a result of British purchases, Canada has been able to maintain near-normal wheat exports. Farmers will be permitted to deliver 280 million bushels of wheat to market this year, an increase of 50 million bushels over last year when drought markedly reduced the drop. Even without the new crop, however, a carry-over of old wheat sufficient to supply 1942-43 requirements for all purposes is expected.

AUSTRALIA.--On Australia's 1941-42 wheat crop, harvested last December, the Australian Wheat Board guaranteed farmers a price equivalent to about 56 cents a bushel for bagged wheat, port of export f. o. b. Australia has achieved a considerable degree of production control by making the guaranteed price available only on a predetermined amount of wheat. Even so, the country's surplus at the end of the present season will probably be around 150 million bushels.

ARGENTINA.--Argentina, like the United States, has been seriously affected by loss of export outlets for wheat, and its present surplus is the second largest on record. On the 1941-42 crop, which was harvested in December and January, the Argentine Grain Board paid farmers a fixed price equivalent to about 55 cents per bushel, for port of export. This Board has a complete monopoly of the trade in wheat--both purchases and sales. The Board has legal authority to demand of growers a 10 percent decrease in seedings but has never done so and pays the fixed minimum price on all wheat offered to it.

This may be contrasted with the loan program in the United States which supports No. 2 Hard Winter at Kansas City at \$1.10 and at Chicago at \$1.15; No. 2 Red Winter at St. Louis and Chicago at \$1.15, and No 1 Soft White at Portland at \$1.05. Average loan price to farmers during the 1941-42 marketing year is 98 cents per bushel. Legislation requires loans to be at 85 percent of parity if quotas have not been voted down. Higher parity in 1942 means higher loan rates.

Wheat Exports Limited

Indication are that exports of wheat from the United States will be extremely limited for at least several months. Exports of 1937, beginning with July 1, totaled 103 million bushels; exports of 1938 totaled 109 million bushels; 1939, 48 million bushels, and 1940, 37 million bushels. Preliminary estimates for 1941 indicate that the amount is apt to be less than 1940. These decreases indicate how greatly a combination of factors have taken their toll, including greater home production, embargoes, and loss of shipping. There is no indication of wheat shortages in any of the major wheat producing countries.

Wheat Utilization

The percentage of wheat marketed in this country indicates that, in all areas of the United States, farmers producing wheat have a vital interest in the market price of the grain.

Nearly 80 percent of the wheat produced in the United States enters channels of trade. Of the remaining 20 percent, less than 13 percent is fed by producers; the remaining amount is used for seed and ground into flour for home use.

WHEAT MARKETINGS AND WHEAT FED TO LIVESTOCK COMPARED FOR YEAR 1940
(B. A. E.)

State	<u>Production</u> (1,000 bushels)	<u>Fed to livestock</u> <u>On farms where produced</u>		<u>Marketed</u>	
		(1,000 bushels)	(Percent of Production)	(1,000 bushels)	(Percent of Production)
Me.	88	26	29.51	50	56.8
N. Y.	7,996	2,399	30.0	4,923	61.6
N. J.	1,316	619	47.0	582	44.2
Pa.	18,789	6,388	34.0	10,016	53.3
Ohio	42,137	12,220	29.0	25,960	61.6
Ind.	30,147	8,140	27.0	19,323	64.1
Ill.	40,155	3,614	9.0	34,271	85.3
Mich.	17,812	5,878	33.0	10,279	57.7
Wis.	1,743	1,046	60.0	498	28.6
Minn.	32,069	4,169	13.0	24,959	77.8
Iowa	8,121	1,137	14.0	6,476	79.7
Mo.	31,707	6,341	20.0	23,199	73.2
N. Dak.	97,054	2,912	3.0	84,423	87.0
S. Dak.	26,221	1,800	7.0	21,148	80.7
Nebr.	34,821	2,437	7.0	29,053	83.4
Kans.	123,848	8,669	7.0	104,428	84.3
Del.	1,406	225	16.0	1,050	74.7
Md.	7,566	984	13.0	5,835	77.1
Va.	8,463	1,862	22.0	4,724	55.8
W. Va.	2,016	766	38.0	667	33.1
N. C.	6,132	1,410	23.0	2,884	47.0
S. C.	2,688	457	17.0	1,272	47.3
Ga.	1,880	282	15.0	891	47.4
Ky.	5,625	1,069	19.0	3,647	64.8
Tenn.	5,116	767	15.0	3,203	62.6
Ala.	75	15	20.0	41	54.7
Ark.	352	123	34.9	168	47.7
Okla.	56,332	5,070	9.0	47,619	84.5
Tex.	29,355	1,174	4.0	25,811	87.9
Mont.	56,070	2,804	5.0	49,929	89.0
Idaho	24,383	5,852	24.0	17,147	70.3
Wyo.	3,410	887	26.1	2,213	64.9
Colo.	13,560	2,034	15.0	10,276	75.8
N. Mex.	1,720	224	13.0	1,245	72.4
Ariz.	819	139	17.0	643	78.5
Utah	4,861	1,847	38.0	2,430	50.0
Nev.	483	266	55.1	192	39.8
Wash.	41,808	2,090	5.0	37,525	89.8
Ore.	17,184	1,890	11.0	14,339	83.4
Calif.	11,370	341	3.0	10,034	88.2
U. S.	816,698	100,408	12.9	643,373	78.8

In States of sizable wheat production through the Middle West and the East--such as Indiana, Illinois, Ohio, Missouri--the percentage of wheat marketed ranges from 60 to 80 percent. The table on the opposite page shows the amount of wheat fed and marketed in bushels and percentages, by States. The difference between the production and the amount of wheat fed and marketed in most case can be considered the amount used for seed and other home use.

Wheat Disposals Planned

To relieve congested terminals and warehouses and to provide feed for increasing dairy, livestock, and poultry production, Government-owned wheat will be sold to farmers at prices comparable to those for corn. In addition the Department of Agriculture announced that wheat would be sold for the production of alcohol.

Under the feed wheat sales plan, farmers will be able to purchase wheat at the lower of (1) the 1941 wheat mean value at point of delivery, or (2) the Commodity Credit Corporation's sale price for corn per bushel at point of delivery. This program, which was announced in USDA Press Release #1545-42, will provide feed wheat and make additional space available for storing the 1942 wheat crop.

Wheat will be sold to processors of ethyl alcohol, acetone, and butyl alcohol at 91 cents per bushel delivered. Wheat can be substituted for corn with only minor adjustments in the processes used, and a slightly higher yield of alcohol may be obtained from the wheat. As was announced in USDA Press Release #1623-42, the program will reduce the quantity of corn needed for ethyl alcohol.



Marketing Quota Regulations

Previous background informational pieces have been released by the AAA Division of Information, outlining marketing quota regulations. For convenience, however, the following short summary is presented.

* * * *

The 1942 farm marketing quota for any farm shall be the amount of wheat produced less the smaller of (1) the normal production of the excess acreage or (2) the amount by which the actual production exceeds the normal production of the acreage allotment.

Therefore, whenever the producer can offer proof that the actual production on the farm was less than the normal production of the acreage allotment, he is entitled to a downward adjustment in the farm marketing excess.

Just as last year, marketing quotas will apply to all producers who have planted 15 acres of wheat or more, or whose normal production of the planted acreage is 200 bushels or more.

The penalty for excess wheat will be 50 percent of the basic loan rate offered to cooperators.

Wheat equaling the amount of the farm marketing excess may be stored under bond in order to avoid or postpone payment of the penalty, or if producer desires the wheat may be delivered to the Secretary of Agriculture in lieu of penalty and such wheat shall be diverted from the normal channels of trade and commerce.

Wheat stored to postpone penalty payments may be released free of penalty if (1) in the subsequent marketing year the acreage allotment is underseeded, in which case the amount released would be the product of the normal production times the underseeded acreage, or (2) if the actual production is less than the normal production of the farm wheat acreage allotment, in which case the amount released would be equal to the amount which the actual production fell below the normal production of the allotment.

#

Newspaper Cooperation

in Wheat Marketing Quota INFORMATION

THE FIRST YEAR was the hardest for undertaking special newspaper cooperation on quotas, but these pages show that it was done. This year, with quotas definitely linked to the nation's war job, it should be fairly easy to interest local newspapers in some form of special cooperation.

SPECIAL NEWSPAPER CAMPAIGNS may be an important part of any intensive educational campaign on 1942 wheat marketing quotas. Special editions, sections, or pages devoted to wheat quotas hit with greater impact than scattered effort, and help guide farmers and the public to a better understanding of this democratic feature of the farm program. Most newspapers -- small or large -- will be interested in the double opportunity of a special wheat quota promotion -- to render a public service and to increase advertising lineage. Make plans early, but schedule publication for last week or two before May 2, when the maximum effect will be felt.

United States Department Of Agriculture
AAA NEWS
Bulletin of The AAA's Editors
MAY 20, 1942

Farmers Urged To Vote On Wheat Quotas May 31st

Minnesota Farmers and Wheat Marketing Quotas
By HARRY A. BROWN

ALL farmers in the state of Minnesota are urged to vote on the wheat marketing quota on May 31st. The quota is a democratic feature of the farm program, and it is the duty of every farmer to vote on it. The quota is a plan to control the surplus of wheat, and it is the duty of every farmer to vote on it. The quota is a plan to control the surplus of wheat, and it is the duty of every farmer to vote on it.

Surplus Must Be Controlled Says Chairman of County A.C.A.
By HARRY A. BROWN

ALL farmers in the state of Minnesota are urged to vote on the wheat marketing quota on May 31st. The quota is a democratic feature of the farm program, and it is the duty of every farmer to vote on it. The quota is a plan to control the surplus of wheat, and it is the duty of every farmer to vote on it.

The Job Ahead For Minnesota Farmers
By HARRY A. BROWN

ALL farmers in the state of Minnesota are urged to vote on the wheat marketing quota on May 31st. The quota is a democratic feature of the farm program, and it is the duty of every farmer to vote on it. The quota is a plan to control the surplus of wheat, and it is the duty of every farmer to vote on it.

Severe County AAA Committee
By HARRY A. BROWN

ALL farmers in the state of Minnesota are urged to vote on the wheat marketing quota on May 31st. The quota is a democratic feature of the farm program, and it is the duty of every farmer to vote on it. The quota is a plan to control the surplus of wheat, and it is the duty of every farmer to vote on it.

Left -- Special Tabloid Supplement included with regular edition of a weekly newspaper.
Right -- Wheat Marketing Quota Edition of a farm newspaper.

FARM BUREAU NEWS
PACIFIC NORTHWEST
VOL. 27, NO. 2
MAY 1942

Wheat Quota Approval Said Essential to Farm Future

By HARRY A. BROWN

ALL farmers in the state of Minnesota are urged to vote on the wheat marketing quota on May 31st. The quota is a democratic feature of the farm program, and it is the duty of every farmer to vote on it. The quota is a plan to control the surplus of wheat, and it is the duty of every farmer to vote on it.

Farmers Vote on National Marketing Quota on May 31

By HARRY A. BROWN

ALL farmers in the state of Minnesota are urged to vote on the wheat marketing quota on May 31st. The quota is a democratic feature of the farm program, and it is the duty of every farmer to vote on it. The quota is a plan to control the surplus of wheat, and it is the duty of every farmer to vote on it.

Wheat Plan Needed to Aid Level of Prices

By HARRY A. BROWN

ALL farmers in the state of Minnesota are urged to vote on the wheat marketing quota on May 31st. The quota is a democratic feature of the farm program, and it is the duty of every farmer to vote on it. The quota is a plan to control the surplus of wheat, and it is the duty of every farmer to vote on it.

[Faded handwritten notes on lined paper]

SPEAK UP, FARMERS!!!
On May 31, a national wheat referendum will be held among wheat farmers -- the first time in history.
On May 31, your voice will be heard throughout the Nation.
On May 31, you will decide between price-supporting wheat loans and cheap wheat.
The United States has a two-year wheat surplus on hand. Export markets are gone. A big crop is on the way. Throughout the world there are three bushels of wheat to every one for which there is a market.
The ballot speaks. Your vote may mean the difference between cheap wheat and \$1 wheat.
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SPEAK UP, FARMERS!!!

Dedicated to Agriculture, Union County's Fair
Here's Where To Cast
Your Wheat Market



Good exports
No program

Prices

Billion bushel supply
Exports practically stopped
Price support threatened
Quota referendum called

It's your choice----

One and one quarter billion bushels of wheat! Enough to last the country 2 years without growing a kernel! Think how much wheat America has!

A big crop is on the way. Foreign markets are nearly gone, the war blockade our customers out and our wheat is. No chance for exporting.

It appeared the quotas will divide more equally among all growers the responsibility for adjusting to a limited market. Surplus wheat above the production quota will be sold at a lower price.

will be kept off the market. This keeps surplus from coming when they are needed.

Under quotas the farmer who has seeded within his average allotment can sell all the wheat he raises without penalty. Furthermore he can put it under Government at the full rate.

The man who overrode his allotment can tell what he relies on his allotment struggle just the same as the man who complied with his allotment.

If quotas are voted down, Government wheat loans on the current wheat crop are prohibited by law because income on an uncontrolled surplus are an unwarranted risk of public money. Without income, wheat farmers would face falling prices. Many would shift to dairying, stock feeding, and poultry raising. Low-priced wheat resulting from uncontrolled surplus means lower income for other farmers.

The wheat marketing quota is a national question. It will be settled by farmers. Every farmer affected by the quota has one vote, whether he grows wheat 20 or 20,000 acres.

BALLOT

☒ YES
☐ NO

The undersigned urgently request that you vote YES! in the wheat quota election May 31

Gallatin Service Co. Belgrade, Mont.
Commercial National Bank
Gallatin Trust & Savings Bank
The Willson Company
Onehouse, Mont.

Anderson Motors
Dieffenferfer Motor Co
City Dye Works

Fagle Cleaners and latter
Egbert's Shoe Store

Why We FAVOR Marketing Quotas For Wheat

ON WORLD-
MARKET 10c 10c 10c 10c
LIVERPOOL PARCELS LESS 10c

10c 10c 10c 10c

10

Billion bushel supply
Exports practically stopped
Price support threatened
Quota referendum called

It's your choice

whether they want to protect their means in this manner. Quotas won't be used unless two thirds of all farmers, voting in a national referendum, approve them.

One and one-quarter billion bushels of wheat? Enough to last the country 2 years, without growing a harvest. That's how much wheat Americans live on right now.

A big crop is on the way. Foreign markets are nearly gone. The vast breadbasket our customers out and our wheat in. No chance for consuming more wheat in America, people have been eating less wheat for years. More wheat and less meat! A few years ago this would have been a joke.

But now, no joke. Let me show you. And the A.A.P.

It appeared the quotas will divide more equally among all growers the responsibility for adjusting to a limited market. Surplus wheat above the production from acreage allotments will be kept off the market. The

To Whom They Apply

To Whom They Apply

[illegible]

BALLOT

YES ☒

NO ☐

Selection May 31

Walla Grain Growers
on State Farm Bureau
ington Wheat Growers League
Walla Dairymen's Association
ington State Farm Bureau
on Hardware & Implement Co.
mbia County Grain Growers
Walla County Farm Bureau
ay Stores, Inc.

ADVERTISEMENTS

hit the eye of the newspaper reader. Ad at top right and lower ad are similar in copy and layout. Both are co'op ads - paid for by firms and persons appearing in signature.

SUGGESTED COPY FOR LAYOUT SHOWN ON REVERSE OF THIS PAGE

What have wheat quotas to do with the success of our air force?

Just this -- what we do on the home front can determine the outcome of battles thousands of miles away. For every fighting man at the front, there must be 18 people working on farms, in factories, and elsewhere, to make and ship the things needed at the front.

So to keep the boys flying and fighting -- sailing and shooting -- we can't spend much time on frills or things we can do without. That means we shouldn't spend time growing and handling a lot of wheat we don't need now. Our elevators are already crowded with an extra year's supply -- on top of what we'll get in a few weeks from this year's crop. Chances are we're going to have trouble shipping and storing this new crop because of the great surplus now on hand. Without some means of holding it off the market, the new wheat crop can play hob with our badly overworked transportation system and cripple a vital part of our war effort.

Quotas offer a sane, democratic way to handle this wheat problem. They give every farmer a chance to sell what he grows on his share of the total acreage needed to meet the Nation's wheat requirements. They safeguard the small farmer whose living depends on what he gets for his crop against the dangers of a market broken by a flood of wheat. They will free men, land, and equipment for the production of vitally needed foods -- milk, eggs, meat -- and other farm products. They will show the fighting men who defend us that we are on our job behind the front.

(Illustrations -- Mats of illustrations similar to those shown on the ad layout may be found in most advertising mat services. The one of the aviator is from page 5 of the April 1942 Meyer Both proof book. The spot drawing of the farmer -- lower right center -- was created for this layout.)

###



**KEEP 'EM
FLYING
and
FIGHTING**

Vote --- **WHEAT MARKETING QUOTAS**

COPY

COPY



Put the Punch Where it Counts!
VOTE --- **SATURDAY MAY 2**

SIGNATURES

(Proof sheet of third wheat marketing quota news mat, showing comparison of U. S. wheat supplies 1917-42 will be mailed separately. The three mats are available upon requisition.)

FOR RELEASE ON RECEIPT.

Wheat and the War

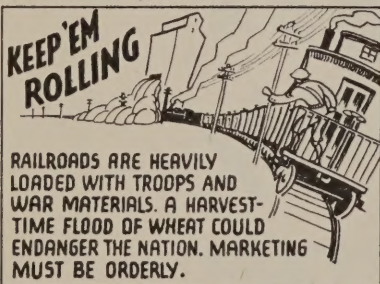


AMERICA HAS ENOUGH WHEAT TO MAKE 588 LOAVES OF BREAD FOR EVERY PERSON IN THE COUNTRY.



DEMOCRACY

ONLY IN AMERICA DO BALLOTS DECIDE WHEAT PROBLEMS. IN 1941 U.S. GROWERS VOTED TO STABILIZE THEIR WHEAT INDUSTRY WITH MARKETING QUOTAS.



RAILROADS ARE HEAVILY LOADED WITH TROOPS AND WAR MATERIALS. A HARVEST-TIME FLOOD OF WHEAT COULD ENDANGER THE NATION. MARKETING MUST BE ORDERLY.



BIG INDUSTRY

WHEAT IS THE WORLD'S BIGGEST FARM INDUSTRY. NEARLY 1½ MILLION U.S. FARMERS GROW WHEAT.

MARKETING QUOTAS HELP KEEP AMERICA'S WHEAT PROGRAM STRONG DURING WARTIME. VOTE IN THE NATIONAL REFERENDUM **MAY 2**

N RECEIPT.



Ms-

are we going to do with it-?

E MAY 2

eting Quota Referendum

U.S. WHEAT FARMS (FARMS THRESHING WHEAT IN 1939) 1940 CENSUS

